October 1979

Chilton's CCJ
COMMERCIAL CAR JOURNAL for Fleet Management

C 2150-4

# 1980 Buyers' Guide

## Thousands of Products for Fleet Operation

# Fleet Specs

## Makes·Models·Components

# Catalog Directory

## Postage-Paid Request Cards

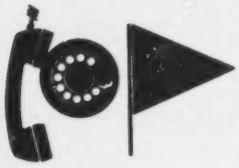
COMMERCIAL CAR JOURNAL for Fleet Management
VOLUME 136 NUMBER 10 OCTOBER 1979

## PAGE 134. NEW CAR SECTION

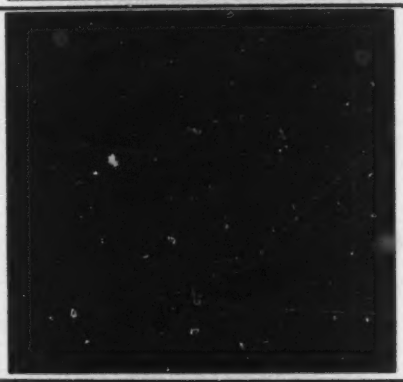
An in-depth report on the new 1980 models being offered by American car manufacturers, together with a technical review of engineering changes and what car buyers can expect to see in automotive showrooms beginning this month.

## PAGE 161. FLEET BUYERS' DIRECTORY

CCJ's 31st edition of the only directory serving the entire fleet market. An all-in-one directory for finding manufacturers of truck equipment, plus component parts and services. Pages in this year's Buyers' Directory are color-coded yellow for quick identification.



Telephone Numbers listed by many suppliers are "hot lines" offering immediate product information, especially on "where-to-buy" locations. Black pennant indicates company is an advertiser in this issue. By checking company's name against the advertiser's index, additional product information is instantly available.



## PAGE 241. MAKES • MODELS • COMPONENTS

The industry's only list of 1980 truck makes and models, including wheelbase and horsepower data. This year's exclusive makes and models section is color-coded green. An individual listing of the various makes and models by manufacturer can be found on page 241.

## PAGE 291. CATALOG DIRECTORY

The industry's first and only catalog directory is an exclusive listing of 60 catalogs offered by manufacturers to CCJ fleet readers. This all-in-one-place directory is combined with reader service postcards for easy catalog ordering. Catalog pages are color-coded red.

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By PAUL REDDY
Statistical Editor

## 1979 TRUCK FACTORY SALES BY GVW

| GVW Groupings | | Chevrolet | GMC | Chrysler | Ford | Freightliner | IHC | Jeep Corp. | AM General | Kenworth | Mack | Peterbilt | White† | Others | Total Trucks |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Under 6,000 lbs. | June-79 | 45,974 | 13,935 | 7,945 | 25,427 | — | — | 407 | 827 | — | — | — | — | — | 94,515 |
| | 6 Mos.-79 | 313,737 | 66,352 | 54,330 | 143,082 | — | — | 13,074 | 5,606 | — | — | — | — | — | 596,181 |
| 6,001-10,000 lbs. | June-79 | 41,037 | 12,994 | 11,377 | 63,252 | — | 2,228 | 3,393 | 73 | — | — | — | — | — | 134,354 |
| | 6 Mos.-79 | 257,630 | 67,889 | 78,973 | 420,531 | — | 16,549 | 46,538 | 364 | — | — | — | — | 2 | 888,476 |
| 10,001-14,000 lbs. | June-79 | — | — | 874 | 4 | — | — | — | — | — | — | — | — | — | 878 |
| | 6 Mos.-79 | — | 11 | 13,400 | 299 | — | — | — | — | — | — | — | — | — | 13,710 |
| 14,001-16,000 lbs. | June-79 | — | — | 1 | — | — | — | — | — | — | — | — | — | — | 1 |
| | 6 Mos.-79 | — | — | 2,219 | — | — | — | — | — | — | — | — | — | 1 | 2,220 |
| 16,001-19,500 lbs. | June-79 | 99 | 63 | — | — | — | — | — | — | — | — | — | — | — | 162 |
| | 6 Mos.-79 | 924 | 483 | — | — | — | 7 | — | — | — | — | — | — | 9 | 1,423 |
| 19,501-26,000 lbs. | June-79 | 2,718 | 1,947 | — | 4,294 | — | 1,027 | — | — | — | — | — | — | — | 9,986 |
| | 6 Mos.-79 | 19,048 | 13,785 | — | 26,252 | — | 4,874 | — | — | — | — | — | — | — | 63,959 |
| 26,001-33,000 lbs. | June-79 | 146 | 145 | — | 1,577 | — | 2,491 | — | — | — | — | — | — | — | 4,359 |
| | 6 Mos.-79 | 622 | 976 | — | 9,118 | — | 12,386 | — | — | — | — | — | — | 3 | 23,105 |
| 33,001 lbs. and over | June-79 | 706 | 1,668 | — | 2,183 | 1,139 | 3,189 | — | — | 1,168 | 2,877 | 434 | 908 | 201 | 14,473 |
| | 6 Mos.-79 | 3,328 | 10,706 | — | 12,865 | 7,527 | 20,270 | — | — | 7,408 | 16,205 | 5,056 | 6,417 | 1,024 | 90,806 |
| Total | June-79 | 90,680 | 30,752 | 20,197 | 96,737 | 1,139 | 8,935 | 3,800 | 900 | 1,168 | 2,877 | 434 | 908 | 201 | 258,728 |
| | 6 Mos.-79 | 595,289 | 160,202 | 148,922 | 612,147 | 7,527 | 54,086 | 59,612 | 5,970 | 7,408 | 16,205 | 5,056 | 6,417 | 1,039 | 1,679,880 |
| | 6 Mos.-78 | 583,956 | 158,735 | 212,388 | 565,646 | 4,432 | 47,650 | 74,722 | 5,225 | 6,766 | 15,155 | 4,100 | 6,909 | 1,018 | 1,686,702 |
| Trucks with Diesel Engines* | 6 Mos.-79 | 19,583 | 16,863 | — | 19,197 | 7,527 | 28,348 | — | — | 7,408 | 16,205 | 5,056 | 6,417 | 1,027 | 127,631 |
| | 6 Mos.-78 | 13,967 | 14,296 | — | 17,424 | 4,432 | 22,110 | — | — | 6,766 | 15,155 | 4,100 | 6,909 | 985 | 106,144 |

Source: Motor Vehicle Manufacturers Assoc.
*Included in totals, but excludes school bus chassis and other buses. †Includes Autocar and Western Star.
"Others" includes Crane Carrier, Divco, Duplex, Hendrickson, Oshkosh, Walter, Flxible and trucks shipped by Freightliner to Consolidated Freightway and their other dealers.

## TRUCKS WITH DIESEL ENGINES

(Factory Sales from U.S. Plants by Make and GVW)

| Make of Truck | | 6,000 lbs and less | 6,001-10,000 lbs | 19,501-26,000 lbs | 26,001-33,000 lbs | 33,001 lbs and over | Total |
|---|---|---|---|---|---|---|---|
| Chevrolet | June-79 | 2,272 | — | 1,458 | 146 | 255 | 4,131 |
| | 6 Mos.-79 | 14,531 | — | 2,793 | 620 | 1,639 | 19,583 |
| Ford | June-79 | — | — | 616 | 543 | 1,968 | 3,127 |
| | 6 Mos.-79 | — | — | 4,091 | 3,277 | 11,829 | 19,197 |
| Freightliner | June-79 | — | — | — | — | 1,139 | 1,139 |
| | 6 Mos.-79 | — | — | — | — | 7,527 | 7,527 |
| GMC | June-79 | 1,057 | — | 248 | 143 | 1,568 | 3,016 |
| | 6 Mos.-79 | 4,483 | — | 1,429 | 945 | 10,006 | 16,863 |
| IHC | June-79 | — | 1 | 92 | 1,682 | 3,170 | 4,945 |
| | 6 Mos.-79 | — | 216 | 578 | 7,920 | 19,634 | 28,348 |
| Kenworth | June-79 | — | — | — | — | 1,168 | 1,168 |
| | 6 Mos.-79 | — | — | — | — | 7,408 | 7,408 |
| Mack | June-79 | — | — | — | — | 2,877 | 2,877 |
| | 6 Mos.-79 | — | — | — | — | 16,205 | 16,205 |
| Peterbilt | June-79 | — | — | — | — | 434 | 434 |
| | 6 Mos.-79 | — | — | — | — | 5,056 | 5,056 |
| White | June-79 | — | — | — | — | 908 | 908 |
| | 6 Mos.-79 | — | — | — | — | 6,417 | 6,417 |
| Others | June-79 | — | — | — | — | 201 | 201 |
| | 6 Mos.-79 | — | — | — | 3 | 1,024 | 1,027 |
| Total | June-79 | 3,329 | 1 | 2,414 | 2,514 | 13,688 | 21,946 |
| | 6 Mos.-79 | 19,014 | 216 | 8,891 | 12,765 | 86,745 | 127,631 |
| | June-78 | 3,844 | 119 | 939 | 1,975 | 13,744 | 20,621 |
| | 6 mos.-78 | 15,024 | 498 | 6,109 | 10,411 | 73,102 | 106,144 |

Source: Motor Vehicle Manufacturers Assoc. Reporting firms do not represent entire industry.

## 1979 TRUCK TRAILER SHIPMENTS

| Type of Trailer | June 1979 | 6 Months—1979 Units | 6 Months—1979 Value* |
|---|---|---|---|
| Vans | 10,592 | 71,170 | 793,716 |
| Tanks | 671 | 4,224 | 105,927 |
| Bulk commodity and dry material | 382 | 2,332 | 46,162 |
| Pole and logging | 153 | 719 | 6,778 |
| Platform | 3,155 | 18,201 | 138,205 |
| Low-bed heavy haulers (over 10 tons) | 525 | 3,330 | 49,257 |
| Dump trailers and dump chassis | 1,008 | 6,056 | 87,760 |
| Dollies or converter gear | 562 | 3,085 | 11,275 |
| Auto transports | 82 | 696 | 15,107 |
| All other tractors and chassis | 394 | 1,994 | 16,164 |
| Total—Complete trailers and chassis | 17,524 | 111,807 | 1,270,351 |
| Detachable trailers[1] | 855 | 5,883 | 43,395 |
| Detachable trailers chassis[1] | 1,030 | 7,049 | 35,830 |

Source: Industry Division, Bureau of the Census.
[1]Sold separately.
*Add 000.

## TRUCK AND BUS PRODUCTION

| Make | July 1979 | July 1978 | Calendar Year 1979 | Calendar Year 1978 |
|---|---|---|---|---|
| Chevrolet | 79,655 | 95,128 | 706,459 | 719,801 |
| GMC | 37,657 | 34,831 | 228,726 | 225,618 |
| Chrysler | 8,744 | 40,477 | 233,568 | 284,331 |
| Ford | 74,311 | 82,915 | 755,133 | 699,050 |
| International | 3,800 | 2,975 | 79,500 | 64,697 |
| Jeep Corp. | 625 | 10,117 | 84,354 | 102,307 |
| AM General | 1,232 | 1,490 | 12,142 | 9,313 |
| Mack | 2,272 | 2,016 | 21,364 | 19,696 |
| White | 542 | 974 | 7,184 | 7,898 |
| Others | 3,145 | 2,800 | 25,204 | 20,630 |
| Total—Trucks and Buses | 211,983 | 273,723 | 2,153,634 | 2,153,341 |
| Total—Passenger Cars | 584,487 | 576,653 | 5,478,701 | 5,501,548 |
| Total—Motor Vehicles | 796,470 | 850,376 | 7,632,335 | 7,654,889 |

Source: Motor Vehicle Mfrs. Assoc.

## DIESEL ENGINES USED IN TRUCKS

(Factory Sales from U.S. Plants including exports to Canada and other exports)

| Make of Truck | | Cat. | Cummins | Detroit Diesel | IHC | Mack | All Others* | Total |
|---|---|---|---|---|---|---|---|---|
| Chevrolet | June-79 | 180 | 130 | 2,145 | — | — | 2,309 | 4,764 |
| | 6 Mos.-79 | 1,073 | 550 | 4,997 | — | — | 14,951 | 21,571 |
| Chrysler | June-79 | — | 132 | — | — | — | — | 132 |
| | 6 Mos.-79 | — | 384 | — | — | — | — | 384 |
| Ford | June-79 | 1,967 | 1,241 | 828 | — | — | — | 4,036 |
| | 6 Mos.-79 | 12,268 | 6,271 | 4,954 | — | — | — | 23,493 |
| Freightliner | June-79 | 113 | 629 | 397 | — | — | — | 1,139 |
| | 6 Mos.-79 | 671 | 4,969 | 1,867 | — | — | — | 7,527 |
| GMC | June-79 | 303 | 446 | 1,552 | — | — | 1,066 | 3,367 |
| | 6 Mos.-79 | 1,133 | 2,739 | 10,322 | — | — | 4,592 | 18,786 |
| IHC | June-79 | 211 | 2,391 | 1,044 | 1,919 | — | 18 | 5,583 |
| | 6 Mos.-79 | 1,102 | 15,462 | 5,441 | 9,826 | — | 431 | 32,262 |
| Kenworth | June-79 | 275 | 651 | 390 | — | — | — | 1,316 |
| | 6 Mos.-79 | 1,588 | 4,175 | 2,128 | — | — | — | 7,891 |
| Mack | June-79 | 24 | 192 | 40 | — | 3,047 | 40 | 3,343 |
| | 6 Mos.-79 | 160 | 1,388 | 297 | — | 16,928 | 275 | 19,057 |
| Peterbilt | June-79 | 124 | 226 | 131 | — | — | — | 481 |
| | 6 Mos.-79 | 1,668 | 2,426 | 1,394 | — | — | — | 5,488 |
| White | June-79 | 179 | 396 | 388 | — | — | — | 963 |
| | 6 Mos.-79 | 434 | 4,285 | 1,987 | — | — | — | 6,706 |
| Others | June-79 | 33 | 74 | 102 | — | — | — | 209 |
| | 6 Mos.-79 | 166 | 359 | 524 | — | — | — | 1,049 |
| Totals | June-79 | 3,409 | 6,508 | 7,017 | 1,919 | 3,047 | 3,433 | 25,333 |
| | 6 Mos.-79 | 20,272 | 43,008 | 33,931 | 9,826 | 16,928 | 20,249 | 144,214 |
| | June-78 | 2,958 | 7,351 | 4,016 | 1,136 | 3,465 | 4,323 | 23,249 |
| | 6 Mos.-78 | 16,266 | 39,249 | 22,002 | 6,290 | 16,409 | 18,078 | 118,294 |

Source: Motor Vehicle Manufacturers Assoc. Reporting firms do not represent entire industry.
*"All Others" includes Nissan, Olds, Scandia.

# NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION

HAVE BEEN FILMED

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